



1997 ECONOMIC CENSUS

FOOD STORES AND WAREHOUSE CLUBS

DUE DATE ▶ **FEBRUARY 12, 1998**

If you have questions about completing this report, please call or write the Census Bureau. In any communication, be sure to refer to the 11-digit Census File Number (CFN) printed in the label to the right. Please return your completed report to:

BUREAU OF THE CENSUS
1201 East 10th Street
Jeffersonville, IN 47134-0001

Toll-free assistance, 8:00 a.m. to 8:00 p.m., eastern time, Monday through Friday:

1-800-233-6136

RT-5400

RT

Please read the accompanying instructions before answering the questions.

Census use

(Please correct any errors in name, address, and ZIP Code.)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by Census Bureau employees and may be used only for statistical purposes. Further, copies retained in respondents' files are immune from legal process.

Item 1. EMPLOYER IDENTIFICATION NUMBER
Is the Employer Identification Number (EIN) shown in the label the same as the one used for this establishment on its latest 1997 Employer's Quarterly Federal Tax Return, Treasury Form 941?

094 1 Yes 2 No – Report current EIN below

(9 digits)

HOW TO REPORT DOLLAR FIGURES

Dollar figures should be **rounded to thousands** of dollars.
Example: If a figure is **\$1,125,628.79** • Preferred report

Mil- lions (000)	Thou- sands (000)	Dol- lars (000)
1	126	
1	125	629

Item 4. DOLLAR VOLUME OF BUSINESS
Sales of merchandise and other operating receipts for 1997 (Exclude sales or other taxes collected)

Mil. Thou. Dol.

Mil.	Thou.	Dol.
010		

Item 2. PHYSICAL LOCATION
a. Is this establishment's physical location the same as the address shown in the label? (P.O. box and rural route addresses are not physical locations)

093 1 Yes 2 No – Report physical location below

Number and street

City, town, village, etc.

State

ZIP Code

b. Is this establishment physically located inside the legal boundaries of the city, town, village, etc.?

095 1 Yes 2 No 3 No legal boundaries 4 Do not know

c. In what type of municipality is this establishment physically located?

096 1 City, village, or borough
2 Town or township
3 Other – Specify
4 Do not know

d. In what county (e.g., Dade County) is this establishment physically located?

Item 3. OPERATIONAL STATUS Number of months
a. How many months during 1997 was this establishment actively operated? 002

b. Which of the following best describes this establishment's status at the end of 1997? Mark (X) only ONE box.

001 1 In operation
2 Temporarily or seasonally inactive
3 Ceased operation – Give date at right
4 Sold or leased to another operator – Give date at right AND enter name, etc., below

Figures only

Month Year

Name of new owner or operator

Number and street

City

State

ZIP Code

Item 5. PAYROLL
Payroll in 1997, BEFORE DEDUCTIONS

Mil. Thou. Dol.

Mil.	Thou.	Dol.
030		

a. Annual

Mil.	Thou.	Dol.
031		

b. First quarter (January–March)

Item 6. EMPLOYMENT

Number

Number of paid employees for pay period including March 12, 1997 (Include both full- and part-time employees)

Number
032

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS

a. Kind of business

What was this establishment's PRINCIPAL kind of business in 1997? Mark (X) only ONE box.

070

- Warehouse club 5399301
- Grocery store 5411501
- Food supermarket 5411502
- Food warehouse store 5411503
- Supermarket/general merchandise combination store 5411601
- Convenience food store. 5411201
- Convenience store selling gasoline. 5411301
- Delicatessen (primarily selling meats and a range of grocery items). 5411411
- Delicatessen (primarily selling fresh and prepared meats) 5411421
- Delicatessen (primarily preparing sandwiches and meals for immediate consumption). 5812801
- Cookie shop 5461121
- Bakery (primarily selling goods not baked on premises for carry-out customers) 5461501
- Bakery (primarily selling goods baked on premises for carry-out customers) 5461111
- Bakery cafe (primarily selling baked goods for eat-in customers) 5812933
- Donut shop (primarily selling donuts baked on premises for carry-out or eat-in customers) 5461301

ITEM 7 CONTINUED ON PAGE 2

Item 7. KIND OF BUSINESS AND SELLING CHARACTERISTICS – Continued

a. Kind of business – Continued 070

Donut shop (primarily selling donuts not baked on premises for carry-out or eat-in customers) 5461401

Pretzel shop 5812934

Meat market 5421101

Fish (seafood) market 5421201

Freezer meat provisioner 5421301

Prepackaged cheese and meat store 5451001

Dairy products store 5451002

Ice cream/soft serve shop 5812601

Candy, nut, confectionery store (little or no preparing on premises) 5441011

Chocolate candy store (preparing on premises) 5441021

Nonchocolate candy store (preparing on premises) 5441031

Candy, popcorn stand (in theaters) 5441012

Fruit stand, vegetable market 5431001

Health food, vitamins, and food supplement store 5499101

Coffee, tea, spice store 5499201

Fast food restaurant 5812803

Coffee bar 5812922

Full-service restaurant (patrons order through waiter/waitress service and pay after eating) 5812121

Bottled water distributor 5963935

Merchandise vending machine operator 5962001

Other kind of business – Describe 7777777

b. Selling characteristics

1. In what format did this establishment PRIMARILY sell in 1997? Mark (X) only ONE box. 068

From physical displays of priced merchandise 1

From a counter (little or no display) 2

From a warehouse or office 3

Other – Describe 4

2. How did this establishment PRIMARILY attract new customers in 1997? Mark (X) only ONE box. 069

Location and store attractiveness 1

Advertising to the general public, including direct mail advertising 2

Advertising to the trade or calls directly to customers 3

Other – Describe 4

Item 8. METHOD OF SELLING

What was this establishment's PRINCIPAL method of selling in 1997? Mark (X) only ONE box. 235

Selling at this establishment 1

Mail order (include catalog selling and home shopping via television or computer) 2

Telemarketing 3

Direct selling (include selling from house-to-house and nonfixed or temporary locations) 4

Operating merchandise vending machines 5

Item 9. CLASS OF CUSTOMER Whole percent of sales

Report the percentage of this establishment's total sales in 1997 (item 4) to each class of customer. 237

a. General public (household consumers and individuals) 239

b. Other, including retailers; wholesalers; institutional, industrial, commercial, professional, and farm users (for use in farm production); and government

Item 10. MERCHANDISE LINES

Report sales for each merchandise line sold by this establishment, either as a dollar figure or as a whole percent of total sales. (See HOW TO REPORT DOLLAR FIGURES on page 1 and HOW TO REPORT PERCENTS below)

HOW TO REPORT PERCENTS	If figure is 38.76% of total sales:	Mil.	Thou.	Dol.	Per-cent
	• Report whole percents				39
	Not acceptable				38.76

Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent
1. Groceries and other food items for human consumption off the premises (Include candy, gum, packaged snacks, etc. Report vitamins on line 6c and pet food on line 10.) Note: Please do NOT combine nonfood items with food items 1a through 1j below. Report nonfood items (e.g., soaps, detergents, and household cleaners; paper and related products; etc.) on the appropriate lines 4 to 33 below. Estimates are acceptable.	230	231			232
a. Meat, fish, and poultry (Include prepackaged and canned meats requiring refrigeration on this line. Report deli meats on line 1g and meats sold in a frozen state on line 1c.)	0101				
b. Produce (Include fresh and prepackaged fruits and vegetables. Report frozen vegetables on line 1c, floral items on line 20, and soup and salad bar sales on line 2a.)	0102				
c. Frozen foods (Include packaged foods sold in a frozen state such as vegetables, fruits, juices, prepared foods, etc. Report frozen dairy products such as ice cream on line 1d.)	0103				
d. Dairy products and related foods (Include milk, cheese, butter, yogurt, ice cream, eggs, etc. Report hand-dipped ice cream and yogurt on line 2b.)	0104				
e. Bakery products baked on premises	0105				
f. Bakery products not baked on the premises, except frozen	0106				
g. Delicatessen items (Include deli meats and other service delicatessen items only. Report prepared sandwiches on line 2b.)	0107				
h. Bottled, canned, or packaged soft drinks	0108				
i. Candy	0109				
j. All other foods (include dry groceries, canned and bottled foods, and other food items NOT covered by lines 1a through 1i)	0111				
k. Sum of lines 1a through 1j	0100				

ITEM 10 CONTINUED ON PAGE 3

If not shown, please enter your 11-digit Census File Number from the address label on page 1

Census File Number

RT

Item 10. MERCHANDISE LINES – Continued					Item 10. MERCHANDISE LINES – Continued						
Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.				Merchandise lines	Census use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per-cent			Mil.	Thou.	Dol.	Per-cent
2. Meals, unpackaged snacks, sandwiches, nonalcoholic beverages generally served for immediate consumption (include sales from soup and salad bars, party platters, and hand-dipped ice cream)											
a. Soup and salad bars	0123				13. Kitchenware and homefurnishings (include cookware, dinnerware, clocks, pictures, frames, mirrors, bathroom accessories, etc.)	0380					
b. All other meals and snacks	0124				14. Men's wear (Report boys' wear on line 16 and footwear on line 17)	0200					
c. Sum of lines 2a and 2b	0120				15. Women's, juniors', and misses' wear (Report girls' and infants' and toddlers' wear on line 16 and footwear on line 17)	0220					
3. Packaged liquor, wine, and beer					16. Children's wear (Include boys' (sizes 2 to 7 and 8 to 20), girls' (sizes 4 to 6x and 7 to 14), and infants' and toddlers' clothing and accessories. Report footwear on line 17.)	0240					
a. Distilled spirits (include liquor, brandy, and liqueurs)	0141				17. Footwear (include accessories)	0260					
b. Wine	0142				18. Small electric appliances (include mixers, toasters, coffee makers, personal care appliances, etc.)	0310					
c. Beer and ale	0143				19. Hardware, tools, and plumbing and electrical supplies	0600					
d. Sum of lines 3a through 3c	0140				20. Cut flowers, plants, shrubs, lawn and garden equipment and supplies, fertilizers, etc.	0620					
4. Soaps, detergents, and household cleaners	0180				21. Curtains, draperies, blinds, slipcovers, bed and table coverings	0280					
5. Paper and related products (include paper towels, toilet tissue, wraps, bags, foils, etc.)	0190				22. Sewing and knitting materials and supplies	0270					
6. Drugs, health aids, beauty aids					23. Jewelry (include watches, watch attachments, novelty jewelry, etc.)	0400					
a. Prescriptions	0161				24. Photographic equipment and supplies (Report photofinishing on line 33c or 33d)	0440					
b. Nonprescription medicines	0162				25. Toys, hobby goods, and games	0460					
c. Vitamins, minerals, and other dietary supplements	0163				26. Stationery and computer paper	0851					
d. Health aids (Include first-aid products; foot products; prescription accessories; eye/contact lens care products; convalescent aids; orthopedic equipment, except shoes; and artificial limbs. Report first-aid and footcare nonprescription medicines on line 6b. Report orthopedic shoes on line 17.)	0164				27. School supplies	0852					
e. Cosmetics (include face cream, make-up, perfumes and colognes, etc.)	0165				28. Greeting cards	0855					
f. Other hygiene needs (include deodorants; hair and shaving products; oral, feminine, and baby hygiene needs; hand products; etc.)	0166				29. Sporting goods	0500					
g. Sum of lines 6a through 6f	0160				30. Ice	0866					
7. Cigars, cigarettes, tobacco, and smokers' accessories (exclude sales from vending machines operated by others)	0150				31. Souvenirs and novelty items	0877					
8. Automotive fuels	0720				32. All other merchandise (Report receipts for services on line 33)	9810					
9. Automotive lubricants (oil, greases, etc.)	0730				Specify principal lines and estimated sales below						
10. Pet foods and supplies	0800				076						
11. Books	0420				a.	9811					
12. Magazines and newspapers	0856				077						
					b.	9812					
					078						
					c.	9813					

ITEM 10 CONTINUED ON PAGE 4

CONTINUE ON PAGE 4

Item 10. MERCHANDISE LINES – Continued

Merchandise lines	Cen- sus use	ESTIMATES are acceptable. Report dollars OR percents.			
		Mil.	Thou.	Dol.	Per- cent
33. All nonmerchandise receipts EXCLUDING SALES AND OTHER TAXES (Include rentals, storage, and other services provided to customers. Exclude all receipts and commissions received from lottery ticket sales.)					
a. Receipts from video tape, video player/recorder, laser disc, and laser disc player rentals	9912				
b. Receipts from coin-operated amusement machines (exclude receipts from coin-operated machines operated by others)	9913				
c. Receipts from photofinishing performed by this establishment	9917				
d. Receipts from photofinishing contracted out to other establishments	9918				
e. Receipts from photocopying, faxing, and check cashing services	9929				
f. All other nonmerchandise receipts (include receipts from customers for delivery, rental or lease of equipment, etc.)	9969				
g. Sum of lines 33a through 33f	9900				
34. TOTAL (Should equal item 4 if reporting in dollars)	9990				100%

Item 11. SPECIAL INQUIRIES

a. What was the estimated amount of excise taxes on items such as gasoline, liquor, and tobacco sold by this establishment in 1997?

b. Are excise taxes included in item 4, sales and receipts, on page 1? 264 1 Yes
2 No

c. Floor space as of December 31, 1997
INCLUDE:

- Only the floor space used/controlled by this establishment.
- All space occupied by this establishment on every floor of multi-story buildings.

EXAMPLE: How to compute floor space in square feet

(1) Under-roof selling space is:
200 ft. x 80 ft. = 16,000 sq. ft.

(2) Total under-roof floor space is:
200 ft. x 100 ft. = 20,000 sq. ft.

(1) Under-roof selling space – Enter the square feet of in-store selling space at the end of 1997. Include all store areas open to customers, including aisles, elevators, etc. Do not include display windows fronting onto streets or walks, outdoor entrance ways, or other outdoor space. Square feet
251

(2) Total under-roof floor space – Enter the total square footage of all under-roof selling space plus all other space available at the end of 1997. Include dry storage, refrigerated space, offices, workrooms, display windows, and enclosed entrance ways. Do not include outdoor space, even if covered. 252

Item 13. LEGAL FORM OF ORGANIZATION
Which of the following best describes this establishment's legal form of organization during 1997? Mark (X) only ONE box.

003 1 Individual owner (sole proprietorship)
2 Partnership
3 Cooperative association (taxable)
4 Cooperative association (tax-exempt)
5 Government – Specify _____
6 Corporation (Do not mark if any form of cooperative association)
9 Other – Specify _____

Item 14. OWNERSHIP, CONTROL, AND LOCATIONS OF OPERATION

a. Is the FIRST DIGIT of your Census File Number (shown in the address label immediately after "CFN") a zero?
1 Yes – Complete this item
2 No – Skip to item 15

b. Is this company owned or controlled by another company?
097 1 Yes →
2 No

Enter name, address, and EIN of the owning or controlling company
EIN (9 digits) _____

c. Does this company own or control any other company or companies?
098 1 Yes →
2 No

Enter name, address, and EIN of the owned or controlled company
EIN (9 digits) _____

d. How many establishments operated under the Employer Identification Number shown in the label (or as corrected in item 1) AT THE END of 1997?
Number
079

If more than one, provide the physical location address and other information indicated below for each establishment. The headquarters location should be first, followed by all other locations. If more room is needed, continue in the same format in REMARKS or on a separate sheet of paper.
Estimates are acceptable if book figures are not available.

Name	1997	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
1 Kind-of-business description	Paid employees for pay period including March 12			
	083			
Census use		088		
Name	1997	Mil.	Thou.	Dol.
Number and street	Sales	081		
City State ZIP Code	Annual payroll	082		
2 Kind-of-business description	Paid employees for pay period including March 12			
	083			
Census use		088		

Item 15. CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.

Period covered by this report FROM: Mo. | Year TO: Mo. | Year

Name of person to contact regarding this report – Print or type _____

Title _____

Telephone Area code Number Extension

Signature of authorized person _____ Date _____